

WHAT IS CLAIMED IS:

1. An interactive dynamic continuous system for the purchasing and selling products and services electronically on-line, which comprises:

a. A Customer Platform comprised of a customer operated computing device capable of initiating and completing the multistep process of transactions required to effect the purchase of products or services on-line; and

b. A Vendor Platform comprised of a network of potential vendors of said products and services demanded by the Customer Platform and consisting of a responsive electronic computer network capable of responding on-line to supply the products and services to the Customer Platform; and

c. A Transfer Service Means which is capable of conducting dynamic, interactive electronic communication between said Customer Platform and Vendor Platform to effectuate and complete the purchase sought to be made by said Customer Platform.

2. The system of Claim 1, which utilizes a dynamic transaction object for purposes of initiating, modifying, monitoring and completing said online purchase transaction, and which comprises a multifunctional graphic icon created on the Customer Platform computer screen and which is capable of receiving, storing and displaying data received from the Transfer Service Means, and having incorporated thereon a number of discrete interactive areas capable of being viewed or activated by means of the Customer Platform in order to monitor or execute the various steps comprising the said online transaction.

3. The dynamic transaction object of Claim 2.